



National Park Service  
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Apostle Islands  
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## Apostle Islands News Release

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### **Tourism to Apostle Islands National Lakeshore creates \$22.4 million in Economic Benefit** *Report shows visitor spending supports 304 jobs in local economy*

Bayfield, Wisconsin – A new National Park Service (NPS) report shows that 148,556 visitors to Apostle Islands National Lakeshore in 2013 spent \$22.4 million in communities near the park. That spending supported 304 jobs in the local area.

“Apostle Islands National Lakeshore is proud to welcome visitors from across the country and around the world,” said superintendent Bob Krumenaker. “We are delighted to share the story of this place and the experiences it provides and to use the park as a way to introduce our visitors to this part of the country and all that it offers. National park tourism is a significant driver in the national economy - returning \$10 for every \$1 invested in the National Park Service - and it’s a big factor in our local economy as well. We appreciate the partnership and support of our neighbors and are glad to be able to give back by helping to sustain local communities.”

The next report, for 2014, will reflect the economic boost from the large numbers of people that visited the ice caves this past winter.

The peer-reviewed visitor spending analysis was conducted by U.S. Geological Survey economists Catherine Cullinane Thomas and Christopher Huber and Lynne Koontz for the National Park Service. The report shows \$14.6 billion of direct spending by 273.6 million park visitors in communities within 60 miles of a national park. This spending supported more than 237,000 jobs nationally, with more than 197,000 jobs found in these gateway communities, and had a cumulative benefit to the U.S. economy of \$26.5 billion.

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According to the 2013 economic analysis, most visitor spending was for lodging (30.3 percent) followed by food and beverages (27.3 percent), gas and oil (12.1 percent), admissions and fees (10.3 percent) and souvenirs and other expenses (10 percent).

The largest jobs categories supported by visitor spending were restaurants and bars (50,000 jobs) and lodging (38,000 jobs).

To download the report visit <http://www.nature.nps.gov/socialscience/economics.cfm>

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in Wisconsin and how the National Park Service works with Wisconsin communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to [www.nps.gov/Wisconsin](http://www.nps.gov/Wisconsin).

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